



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Jim McBride

SUBJECT: SEE BELOW

DATE: June 7, 2004

Approved

Date

COUNCIL DISTRICT: City-Wide

**SUBJECT: AGREEMENT BETWEEN CITY OF SAN JOSE AND ANDREW
LEICESTER TO FABRICATE AND INSTALL ARTWORKS FOR THE
NEW CITY HALL STREETScape PUBLIC ART PROJECT**

RECOMMENDATION

Adoption of resolution authorizing the City Manager to negotiate and execute an agreement with Andrew Leicester to fabricate and install artworks for the New City Hall Streetscape public art project, for an amount not to exceed \$920,000.

BACKGROUND

Under a \$50,000 contract approved by the Arts Commission in August 1998, artist Andrew Leicester worked with the City and Redevelopment Agency's urban design team to develop designs for artworks for the New City Hall area.

In 1999, the Office of Cultural Affairs initiated a project to develop a *Plan for Public Art for the New Civic Center* ("Plan for Public Art"), working with the New City Hall design and urban planning team to identify opportunities and make recommendations for the type and location of public art appropriate for the complex, and to recommend artist and artwork selection processes. (At that time, the project was known as the New Civic Center; it is now referred to as the New City Hall.) Additional factors considered in the development of a *Plan for Public Art* were project budget constraints; the analysis of ways to incorporate public art to add value to the architectural program; and awareness and sensitivity of the visual elements of the immediate neighborhood, including other public artworks.

In June 2001, the City Council approved the *Plan for Public Art for the New Civic Center*, which calls for orienting artworks in conjunction with the urban design plan and streetscape plans.

ANALYSIS

In June 2001, Mr. Leicester's agreement for master planning services was amended to include community outreach and schematic design services, with no increase in compensation, said amended work to be compensated by the \$23,721 balance from the original contract. The City of San José, through its Public Art Program, commissioned Mr. Leicester to design an orienting artwork to be located on North and South 5th Street. Mr. Leicester was asked to produce an artwork that would enrich peoples' sense that the Civic Center District is a special place and that would visually connect the new Civic Center to the neighborhoods. A public meeting to initiate the design development of this artwork was held on August 14, 2001.

To proceed with the full scope of work to design an artwork in conjunction with the new Civic Center street improvements required a second agreement for design services with Mr. Leicester for \$56,279, resulting in a total compensation of \$80,000 under the Agreement as amended by the First and Second Amendments. This action was approved by the Arts Commission on September 12, 2001.

An extensive outreach conducted in 2003, known as *Lead the Parade*, invited San José community members to submit conceptual ideas for float designs for the streetscape project. Outreach methods included: posters explaining the opportunity distributed to business districts and malls through Strong Neighborhood Initiative coordinators and Office of Cultural Affairs staff; presentations to neighborhood associations and downtown groups; a *Lead the Parade* website (linked to the City's home page) with Spanish, Vietnamese, and Mandarin translations; articles in neighborhood newspapers and the San José Mercury News; and hundreds of e-mails to community members, organizations and other potential participants. Ideas were submitted on the *Lead the Parade* website; by fax, postal mail, email; and in drop boxes located at City Hall, the Downtown Information Center, and the MLK Library.

Lead the Parade resulted in over 250 submissions, presenting a multitude of creative ideas. On December 1, 2003, a panel composed of local historians, civic leaders, educators, youth, and multicultural organizations, selected the final themes to inspire the artist's design of 16 unique streetscape sculptures. Panel members included: Susan Hammer, former Mayor of San José; Rigo Chacon, former ABC News South Bay Bureau Chief; Leigh Weimers, San José Mercury News columnist; Jack Douglas and April Halberstadt, local historians; Pia Moriarty, cultural anthropologist; Jim Cuneen, President and CEO, San José Chamber of Commerce; Dawn Lee, MOSAIC San José State Cross Cultural Center; Cherri Lakey, Two Fish Design; Madison Nguyen, Franklin McKinley School Board; Greg Brown, VP of Engineering and Technology, Tech Museum of Innovation; Michael Antonopoulos, Youth Commission; Juan Mendoza, Community Volunteer, San José Multi Cultural Artists Guild Board.

The final themes selected by the panel are: The natural environment; families and youth; neighborhoods; arts and creativity; education as a priority; trail-blazers, the Pueblo San José de Guadalupe and the founding of the City in 1777; the City's agricultural past; Quicksilver Mines and the Gold Rush Period; high-technology; innovation; immigration and diversity; overcoming adversity; recreation, play, and sports; a float for children; and a representation of the future. The panel encouraged Mr. Leicester to work symbolically versus literally in producing artworks that will evoke a sense that the Civic Center is a special place.

In response to the extensive input received through *Lead the Parade* and at public meetings, Mr. Leicester's proposed artwork is a permanent parade of 16 sculptural "floats" recalling various processions throughout the world - civic parades, springtime celebrations and historic commemorations. The pre-cast concrete sculpture bases are "car-like" and provide seating opportunities along 5th Street. The sculptures are clad in ceramic tile.

The artist's development of the themes was presented for feedback at the February 24, 2004, Public Art Committee meeting and displayed at City Hall for community input, after which the final proposal was developed and presented to the Public Art Committee on April 27 and May 18, 2004.

On May 25, 2004, the Arts Commission approved the artist's proposal.

PUBLIC OUTREACH

Public outreach for this action included several public meetings wherein the artist elicited feedback from the community regarding development of the public art plan and to initiate the design development of the public art project.

Community participation in the development of this project has been one of the most extensive in the Public Art Program. Through posters, website, published articles, presentations, and emailed invitations, a broad and deep community outreach occurred in the *Lead the Parade* solicitation for community members' ideas for the project. The community responded by submitting over 250 ideas for public artwork themes. A panel of community members recommended the 16 artwork themes that the artist worked with in the design development.

The artist's development of the themes was displayed at City Hall for community input, prior to review at publicly-noticed meetings of the Public Art Committee on February 24, April 27 and May 18, and at the publicly-noticed May 25, 2004, meeting of the Arts Commission.

COORDINATION

This item has been coordinated with the City Attorney's Office, the Department of Public Works and the Budget Office.

HONORABLE MAYOR AND CITY COUNCIL

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BUDGET REFERENCE

Fund #	Appn #	Appn Name	RC #	Total Appn	Amt. For Contract	2003-2004 Adopted Budget Page	Last Budget Action
425	4620	Civic Center Public Art		\$3,340,000	\$920,000	Page 928	Ord 26997; 10/14/03
		Total		\$3,340,000	\$920,000		

CEQA

Exempt, PP04-02-034.

JIM McBRIDE

Acting Director, Conventions, Arts and Entertainment